GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:390
ANSWERED ON:14.12.2016
Viewership of DD Kisan
Lekhi Smt. Meenakashi

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the viewership details of DD Kisan and the list of programmes shown on the channel;

(b) whether the programmes are sufficiently simplified to enable uneducated farmers to understand them and if so, the details thereof; and

(c) whether the Government is considering to translate the content of the channel in regional languages for the benefit of farmers across the country and if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING
(SHRI M. VENKAIAH NAIDU)

(a) to (c): A statement is laid on the Table of the House.
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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 390 FOR ANSWER ON 14.12.2016.

(a): Viewership details of DD Kisan Channel as provided by Broadcast Audience Research Council (BARC) are placed at Annexure-I. The list of programmes shown on the Kisan Channel is annexed as Annexure-II.

(b) & (c): Prasar Bharati has informed that agricultural programmes are generally finalized in consultation with the knowledge partners, such as Indian Agricultural Research Institute (IARI), Indian Council of Agriculture Research, (ICAR), India Meteorological Department (IMD), and National Dairy Development Board (NDDB). These programmes are presented by Agricultural Experts, Scientists and Farmers in simple language so that they are easily understood by all the viewers. The other Doordarshan Kendras from different parts of the country telecast programmes in all regional languages and also contribute to DD Kisan.

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